

RJ REYNOLDS
TOBACCO COMPANY

March 20, 1998

RJR Account #044880

Mr. P. Martin
A. D. BEDELL

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

SALEM TEAR TAPE PROMOTION #800438: APRIL (#804)

Dear Page:

SALEM .30¢ Tear Tape product has been ordered, as well as **17 SKUs** of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future **Salem .30¢ Tear Tape** promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

[Display Detail / Item #541964](#)

<u>SKU CUBE:</u>	0.5020
<u>SKU WT (w/o Product):</u>	1.1350 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$35.00 (2.5 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION 'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

10

cc: K. Jurgensen

Enc. Retailer Letter

Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

APRIL DELIVERY
SALEM TEAR TAPE
A. D. BEDELL

UPC Code	SALEM <u>BRAND STYLE</u>	#/ (6M) Cases <u>@ .30¢ Off</u>
12300-24194	Full Flavor	1
12300-24195	Full Flavor 100	1
12300-24196	Light	2
12300-24197	Light 100	1

Product / Premium Arrival: April 6, 1998
Ship Date to Retail: Week of: April 13, 1998
EFT \$ Amount: \$1,478.65

April Drive Period 804 / Promotion #800438

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

APRIL DELIVERY

51845 6262

BPEN5BB2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 5
 DATE: 98-03-20
 TIME: 11:34 AM

 WHOLESALER : 044880 A. D. BEDELL CO. <DIRECT>
 TEMPLATE : 800438 80400 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85	M100	M85	M100	TOTAL	CHAIN-ID	SUPPLIER
								QTY	QTY	QTY	QTY	QTY		
162605	712144	SMOKE N GUN		22 MAIN ST	ADDISON	NY	14801			1	1			960393
162605	162624	763728	WEST'S FOODMART	ROUTE 20A	HONEOYE	NY	14471	1		2	3			
162606	162628	398393	URBAN TOWNE NEWS	25 N MAIN ST	JAMESTOWN	NY	14701		1	2	3			
162607	182888	HURLERS GROCERY		603 E MAIN ST	WESTFIELD	PA	16950	1	1	1	4		BRU	
162607	162228	335894	AUSTINBURY CTRY STO RR 2 BOX 310		KNOXVILLE	PA	16928	3	3	3	12		BRU	
162607	162628	357342	THE HUB	501 W MAIN ST	SMETHPORT	PA	16749	2	2	2	8			
162607	162228	382720	STATE LINE ONE STOP RTE. 449 MAIN ST.	GENESEE	PA	16923		2	2	2	8		BRU	
162607	162628	399179	TOWN&COUNTRY STORE	19 MAIN ST	SUGAR GROVE	PA	16350	2	1	8	11			915298
162607	543714	LANNES CITGO		306 S. MAIN STREET	SHEFFIELD	PA	16347	1	1	1	3			917609
162607	566942	SMITTY'S COASTAL		ROUTE 6, BOX 6	GAINES	PA	16921	1	1	1	4			941856
162607	162627	705264	BP SHOP	CENTER & NORTH ST	ST MARYS	PA	15857	1	1	1	4			948513
162607	162628	714927	CARTERS CONVENIENCE	304 PENN AVENUE	E WARREN	PA	16365	3	3	3	12			
162607	162228	728526	REEDS MARKET	647 MAIN STREET	GENESEE	PA	16923	1	1	1	4		BRU	
162607	162628	764541	STEVES UNITED NEWS	330 PENN AVENUE	WARREN	PA	16365			1	1			
173001	173022	399049	THOMAS MKT	100 S MAIN ST	UNION CITY	PA	16438	2	1	1	5			
173001	173022	572289	OTTO'S KEYSTONE	P.O. BOX 90	PLEASANTVIL	PA	16341	2	1	1	5			939827
173001	173022	626433	TITUSVILLE NEWS	401 W. CENTRAL AV	TITUSVILLE	PA	16354	3	4	1	8			

PAGE BREAK TOTAL ACCOUNTS

17 TOTAL QUANTITY

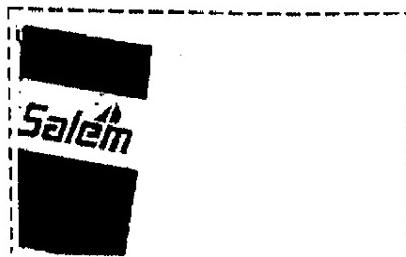
25 19 31 21 96

TEMPLATE TOTAL ACCOUNTS

17 TOTAL QUANTITY

25 19 31 21 96

51845 6263



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51845 6264